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ABSTRACT

The task force that compiled this report was created to identify ways to improve citizen involvement within all sectors of the public broadcasting system and to offer recommendations for change. The report presents a brief history of the Corporation for Public Broadcasting, offers six general recommendations for advancing public involvement, and identifies areas of public participation that include governance and policy, research, programing, audience building, and employment. Appendixes contain comments by the individual task force members, a list of guest speakers, a bibliography of resource materials, a working definition of public participation, a glossary of terms, and the task force resolutions. (MAI)

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Report of the CPB Task Force on Public Participation in Public Broadcasting • August 1978

Public Participation in Public Broadcasting

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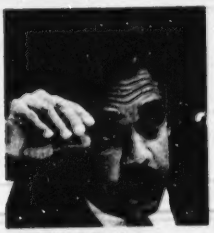

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Chairman's Remarks

IN ESTABLISHING a Task Force on Public Participation in Public Broadcasting, the CPB Board was not confronting a new concept. On the contrary, citizen participation has been an integral factor in public broadcasting from its beginning.

The Task Force *was* created with a specific goal—the identification of ways to improve citizen involvement within all sectors of the public broadcasting system and to formulate recommendations from which achievable strategies for action can be developed.

This Task Force was well aware that the completion of its Report comes at a time when public broadcasting is being examined from a number of vantage points. By the time this Report is circulated, the Congress may well have gone through Conference on pending public broadcasting legislation. The proposed rewrite of the Communications Act of 1934 will be receiving careful scrutiny during the months ahead. The Carnegie Commission on the Future of Public Broadcasting will be issuing its report in early 1979. Each of these factors will have some direct or indirect bearing on the role of the public in public broadcasting.

The Task Force, therefore, intentionally divorced its deliberations from these variables. It was impossible and inappropriate to second-guess those related elements that would actually emerge in legislation. More important, the Task Force wanted to make clear its *own* views and recommendations.

The Task Force had a clear sense that there are many effective approaches to citizen involvement that already exist

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within the public broadcasting system particularly at the local level.

Thus, rather than recommending extremes or statutory bludgeons, the Task Force continually kept an eye on what is workable, now. In fact, one of its chief recommendations is the creation of a national clearinghouse for public participation designed to tap the vast resource of existing information and expertise and to make it available throughout the public broadcasting system.

The Task Force was also aware that there continues to be considerable disparity in the degree of commitment toward public participation made by public broadcasters at all levels. It recognized that the "publics" in public broadcasting are many and varied, always changing, never static. It also recognized that the process of participation is changing as well, evolving as the public broadcasting environment itself changes and evolves.

In establishing the Task Force, the CPB Board Public Affairs Committee emphasized the need for a wide range of viewpoints and opinion to be reflected in Task Force composition. Twelve members of the group were selected from the ranks of public broadcasting professionals—individuals now working in various capacities within the system. The other twelve members were informed and articulate representatives selected from the general public. The result was an extremely diverse and knowledgeable group, many of whose members had serious and challenging questions about CPB and public broadcasting. Together, they structured the work of the Task Force, establishing guidelines which directed the methodology of inquiry and the scope of the report. The group met eight days over a five-month period, devoting long, and sometimes difficult, hours to research, debate, discussion and finally, consensus on a set of recommendations.

Because of the mix of public broadcasting and general public representation, the Task Force was able to work with and thus meld the operational realities of the system with the expectations and demands of the public. Further, each member served as an *individual* and not as a spokesman for a particular organizational or professional point of view—a freedom and flexibility that enhanced the members' ability to bring the full range of their personal expertise and experience to the Task Force deliberations.

The single most important factor in the effectiveness of this Task Force was the people involved. The degree of dedication, openness, flexibility, thoughtfulness and, indeed, good humor of each member of the group was quite remarkable. I feel privileged to have served as their chairman and I hold each and every one of them in the highest regard.

Complementing the Task Force was a competent and professional support staff under the direction of Adele S. Greene—Tom Otwell, Nancy Neubauer, Claudette Ford, Rosemary Nelson and Maureen Chamberlain who cheerfully and efficiently met the challenges of ever changing logistics and papers.

In a very positive way the following Report represents what public participation in public broadcasting can accom-

plish in an open and supportive environment. The Report is not a panacea. Neither is it the blueprint for making public broadcasting truly the people's instrument. Rather, it is a significant step toward that important goal. The next steps must be taken by the public broadcasting community itself—the officials of CPB, PBS, NPR and the fiduciary boards and operating professionals who are responsible for the local stations—and by the people of the United States who must care if public broadcasting is to continue to merit its name.

Diana Lady Dougan, Chairman

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Background

SINCE ITS BEGINNING, CPB has used a number of techniques for involving the public in its decision-making process. Its Office of Communication Research has conducted numerous surveys, polls and studies reaching a diverse sampling of the American public. CPB has created panels of experts from business and labor, education, religion, aging; also representatives of women's and minority groups and state and local governments.

In recent months during its regular regional meetings the CPB Board of Directors has gone on the air in prime-time to respond to questions and comments from the general public via state wide toll-free telephone hook-up.

The Office of Television Activities has conducted regular regional program seminars bringing together experts in children's programming, Native American programming and programming designed for the elderly.

CPB's Office of Educational Activities has regular communication with educational organizations and their representatives at the national, regional, state and local level. Its Office of Radio Activities has been involved in a national public participation project organizing and providing leadership for volunteer activities at the local station level.

The Corporation for Public Broadcasting's first significant move in the area of public participation was the creation of the Advisory Council of National Organizations (ACNO) in 1969. Initially, ACNO's role was that of a broadly-based support arm for public broadcasting. By the end of its nine-

year existence, ACNO included representatives from more than 70 national organizations; its activities ranged from participation in public television program utilization projects to the development of policy recommendations and studies for Board consideration.

Few significant ground rules existed in June 1969, when the group that eventually became ACNO met in Washington, D.C. at the invitation of the CPB Board. The ACNO/CPB relationship evolved without any clear-cut guidelines. ACNO, while not the only tool by which CPB measured the public pulse, was the Board's only institutionalized, regularly funded organization established for that purpose. But, despite the time and effort of many thoughtful and concerned individuals both within CPB and ACNO, it became increasingly clear that the issues surrounding public participation had to be examined with a fresh and comprehensive view.

Specifically, the Board wanted to take a new look at all public participation. The consensus was that some perspective on the subject of public activities in public broadcasting was needed to set the role of ACNO in proper focus. Three papers were commissioned to carry out this mandate. These in turn led to the realization that the services of an objective outsider would be required in the research process, not only to strengthen the examination, but also to lend objectivity to the findings. In December 1976 the Board retained the research firm of Yankelovich, Skelly and White to assist in the study. At the same time, an informal study of CPB staff assessing internal attitudes on public participation was undertaken, as was a compilation and codification of 386 public organizations involved in CPB's staff activities during a two-year period.

The Yankelovich study was released in May 1977. Its prime value lay in its interpretation of the findings, particularly recommendations regarding Board determination prior to the design of a public participation plan. Yankelovich recommended, for example, that before the Board consider a plan for public involvement, it try to specify what is meant by the term public participation and determine of what value public participation can be to the Board's functions.

Virtually all the participants in the survey agreed that it was both necessary and possible for CPB to build effective and systematic public participation into the Corporation's decision-making process. They also agreed that CPB did not then benefit from effective public participation mechanisms. The interviews with station managers demonstrated that stations held differing opinions and perceptions about the issue of public participation, both among themselves and in comparison to the "national" view. Some stations also voiced a need for more specific advice from CPB in this area.

In September 1977 the Advisory Council of National Organizations voted to recommend to the CPB Board that ACNO be dissolved and that the Corporation explore new mechanisms to enhance public participation activities. Shortly thereafter the Board responded to the ACNO recommendation and in a

resolution instructed its Public Affairs Committee to "study ways in which new mechanisms to improve public participation in public broadcasting can be developed and established."

At its January 1978 meeting CPB's Public Affairs Committee approved a plan for a Task Force on Public Participation in Public Broadcasting charged with focusing on the following objectives:

1. To recommend to the CPB Board a definition of public participation as it relates to public broadcasting, for the purpose of common understanding in pursuing additional objectives.

2. To recommend appropriate areas of public participation at the national level.

3. To recommend areas of less than national scope for public participation activity in which CPB could play a role.

4. To recommend specific techniques and mechanisms for public participation at the national level.

5. To recommend methods and mechanisms by which CPB could contribute to the enhancement of public participation at the local level.

Overview

CPB has the responsibility of leading in the development and maintenance of an effective mechanism of communication between public broadcasters and their audience—the public. The goal is effective two-way communication at many levels; between producers and the audience of their program, between licensees and the audience of their area, between licensee organizations and the CPB Board on one hand and the general public and their national organizations on the other. To be effective, such communication must be two-way, mutually respectful, frequent and candid. In short, CPB has the task and responsibility of leading in the creation of a system and an atmosphere in which creative individuals can create and in which audiences' needs and interests are paramount.

Excerpt from *Missions and Goals, Tasks and Responsibilities* adopted by the CPB Board of Directors November 10, 1976.

IN ITS RELATIVELY brief lifetime, public broadcasting has demonstrated its capacity for improving the quality of American life. In the 12 years since the first Carnegie Commission Report, public broadcasting has been an instrument of information, entertainment, enlightenment and instruction. It has been a vehicle through which our visions have been expanded, our horizons widened, our curiosities piqued and our appetites whetted.

These past 12 years of progress have been made possible only to the extent that the public has chosen to commit itself to public broadcasting—in terms of

support, time and concern. The Carnegie Commission pointed public broadcasting in this direction in 1966 when it said "a station must arise out of a sense of need within a community, must have roots in the community, and must be under community control. It is not the physical location of studio and transmitter that is significant, but *the degree to which the station identifies itself with the people it seeks to serve.*"[1]

Active and effective public participation is the key to that identification. Public broadcasting has—and recognizes—a special obligation to the public, one not now shared by commercial broadcasting. Indeed, public participation has been taking place throughout the system, in many forms, since 1966 and the early days of educational broadcasting. At the station level, especially, community contacts have actually been the force that established and that supports many local stations. But more needs to be done.

The concept and application of public involvement in broadcasting was implied in the Communications Act of 1934, and in its predecessor, the Federal Radio Act of 1927, in the mandate that public broadcasting stations shall act in "the public interest, convenience and necessity." The first formal formula for regularly polling the public in what is now known as "ascertainment"[2] was not adopted by the Federal Communications Commission until the early 1960s. The FCC revised its procedures on ascertainment in 1971 and again in 1976. Public broadcasting stations were not required to meet the public ascertainment procedures of the commercial stations until as recently as 1976.

The Task Force recognizes that since its creation in 1968, the Corporation for Public Broadcasting has worked to help create and nurture a climate that facilitates and promotes public involvement in and awareness of public broadcasting.

The Board of the Corporation has emphasized the need for contributions and advice from a truly representative cross-section of the American public, and has accepted without reservation the principle of public participation in its decision-making process. But there are complexities in translating principle and theory of public involvement into practical and effective application. The question is not one of acceptance, but of practice, mobilization and incorporation of meaningful, productive mechanisms for citizen involvement in the on-going business of public broadcasting.

Needs and interests are expressed by individuals in aggregates which sometimes are defined by education, racial and ethnic background, social and economic status, or simply by a grouping of expertise or curiosity in a particular subject matter.

The public, of course, can be differentiated into an almost endless series of ever smaller groupings, until we once again reach the individual. Public broadcasting has the task of judging which of these groupings represent sufficient need, size or saliency to justify

[1] *Public Television: A Program for Action*, The Report and Recommendations of the Carnegie Commission on Educational Television (New York: Bantam Books, 1967), p. 34.

[2] *See Section on Research/Ascertainment, page 26.*

including them in policy considerations, through advisory groups and other mechanisms, and ultimately, in developing and airing of programming to meet their particular needs and interests.

Public participation is essential at every level of public communication. The system must be designed to give a voice to the people for whom the service is intended—that is, every potential listener and viewer. At the same time, public participation must not become a process dominated by the noisiest, the best organized, or most highly visible voices of the community. It must allow for and ensure that the equally significant but less vociferous elements in the community are given access to that process.

The key is balance. Since social policy tends to recognize the needs of groups characterized by wealth, organization and power, a conscious effort must be made in public broadcasting to include also the needs and interests of the poor and the powerless.

Public participation, viewed as a positive force, can and should be an effective part of public broadcasting's effort to meet its responsibilities for innovation, excellence and diversity.

General Recommendations to CPB

AS AN INITIAL STEP toward the advancement of public participation in public broadcasting, we propose the following general recommendations and urge that CPB, upon receipt of this Report, take the following actions:

1. Notwithstanding its past contributions to citizen involvement in public broadcasting, CPB should acknowledge and more aggressively promote the vital importance of increased and improved public participation at all levels of the public broadcasting system and through its own on-going actions, demonstrate this commitment.

2. That the Public Affairs Committee of the Board strongly support and endorse the recommendations detailed herein to the full CPB Board and the Board begin prompt implementation of these recommendations.

3. That CPB establish a clearinghouse incorporating the recommendations of this Task Force to collect, compile, catalogue and distribute details about what licensees are doing to foster public participation and that this clearinghouse be part of an on-going assessment of the state of public participation in public broadcasting.

4. That CPB recognize the need for national and regional ascertainment of the problems, needs and interests of the public which is more than an assemblage of information and data collected from various local licensees, and that it undertake a leadership role in conducting such a national and regional ascertainment effort.

5. That CPB, in cooperation with PBS, NPR, and the public radio and television licensees, take part in an annual "state of the public broadcasting industry report"—a live, nationally broadcast program with public broadcasting leaders answering audience phoned-in questions followed by programs at each public station where its viewers and listeners could have the chance to engage in dialogue with their local station executives, managers and board members.

6. That CPB convene this, or a similarly constituted Task Force 18 months from the date it receives this report for the purpose of determining and reporting on the extent, scope and success of public participation throughout the system and that six months from the date it receives this report, CPB issue an interim report outlining what it has done to implement the specific recommendations contained in the succeeding sections of this Report.

Premise

THE TASK FORCE identified five specific factors which must be considered when dealing with the concept of public participation in public broadcasting.

1. The first objective of the Task Force was to define the concept of "public participation." *Public participation defies simple definition.* While we did develop a "working" definition, it became clear that at any given moment the "public" may be different. As a process, public participation is and should be constantly changing and evolving. The mechanisms for public participation in public broadcasting vary from the national level to the local station, from station to station, from person to person, and from year to year.

2. As the awareness and impact of public broadcasting increases, so do the expectations of various publics that public broadcasting will meet and serve their individual needs. These increased expectations by new publics for new programs to meet new needs must be considered with the understanding that *public broadcasting cannot serve all of its publics all the time or even at any given time.*

3. *A strong commitment to public participation will cost money.* The Task Force has suggested various mechanisms and in some instances indicated the most appropriate established local or national entities using known methodologies to implement them. However, an overriding concern should be that innovative and experimental techniques be put into practice by those public

broadcasting entities best able to perform in a cost-effective manner.

4. *Public participation can and should take many forms.* It is certainly dialogue between the public and public broadcasting. That dialogue may be a one-time exchange via letter or telephone, or an on-going conversation between special interest groups and the broadcaster. Whatever the form that dialogue takes, it is one of the most direct methods of educating both the broadcaster and the public to the problems and needs of the community and the priorities, goals and limitations of the public broadcasting entity. Awareness is the most important result of this exchange. The more a public broadcasting entity is aware of its community and the more the public is aware of the programming and priorities of public broadcasting, the better the chances for the interaction between them through mutual understanding and respect.

5. *Public participation is a good faith process.* Effective citizen participation can take place only when public broadcast professionals conscientiously listen to and respond to the people they serve and when the people recognize that the licensee is legally responsible for the operation of the broadcast facility.

Areas of Public Participation

THE TASK FORCE identified five specific areas in which public participation should be developed or expanded:

- Governance/Policy
- Research/Ascertainment
- Programming
- Awareness/ Audience Building/ Development
- Employment/Volunteerism

Governance/Policy

The Task Force believes that all possible public participation in governing and determining policy for public broadcasting at all levels is essential. As an institution operating in the public's name, using the public air waves and financed in part with public money, public broadcasting should—and, in most part, does—welcome public participation. But, we believe more can and must be done.

Specifically, we believe that the governing bodies of CPB, of the national entities and of the local stations should be composed of a truly representative cross-section of the constituency being served. As practical people, we recognize that the variations in the existing system make impossible the recommendation of a single method of achieving this goal.

We do recommend, however, that all appointing officials or bodies make every reasonable effort to ensure that governing bodies are as widely representative of the community as possible.

Public broadcasting entities whose charter or license is held by institutions or organizations such as universities, whose Boards of Directors are primarily charged with other matters than broadcasting have a special responsibility.

We urge them to appoint, in conjunction with station management, advisory boards of persons representative of the communities they serve to ensure management and licensee involvement in the public participation process.

In the meantime, the realities of the present situation do not mean that public involvement in decision-making is impossible, nor do we believe that rules, regulations, corporate structure or any other existing mechanism should be used as an excuse for denying public participation in station activities. Even in areas where the final decision-making responsibility lies with the broadcasting managers, such as employment, programming, funding allocations and internal structure, public advice should be sought before implementation of any new policy as well as in the evaluation of existing policies.

In the pursuit of this goal, the Task Force recommends that CPB play a major role by enhancing public participation in this area both in providing a better example to all elements of public broadcasting and by specifically exercising leadership.

The Task Force proposes that CPB:

- Assume as a major responsibility advising all national entities in public broadcasting and all licensees of the need for and advantages of representative public participation in all activities.

- Survey existing local station advisory and governing boards and use this information as a means of creating guidelines for the establishment and utilization of such boards in the most effective manner.

- Act as a clearinghouse on the national level to collect, analyze and provide information concerning various licensee structures, including Board structure, institutional relationships, management structures and the like, in order to provide current and potential licensees, including minority and non-traditional applicants, with innovative and effective alternatives for developing or changing governing structures. This information could be made available in a variety of forms, such as data, handbooks, workshops, case studies and the like.

- Fund management-level awareness programs to acquaint local station leadership with the benefits of increased public involvement and facilitate the local implementation of public participation mechanisms.

- Establish a program to acquaint boards of public broadcasting entities with the goals, purposes, responsibilities and limitations of public participation for their boards.

- Advance the practice of openness in all appropriate records and proceedings as a model for the public broadcasting entities. Use open board meetings to educate and inform the public on the goals, priorities and limitations of

public broadcasting.

- Encourage all public broadcasting entities to establish advisory panels to address specific issues within a set time frame, using this Task Force as a practical example.

- Expand present awards program categories to include awards recognizing outstanding public participation efforts by licensees.

- Establish a national advisory body broadly representative of the country's geographical, cultural, ethnic, minority and occupational diversity. This body should be selected by the CPB Board and should be of a size large enough to be representative; members should serve a term sufficiently long to provide continuity, but be rotated to ensure a constant supply of fresh ideas. The body's findings should be made public at CPB's open Board meetings as well as the Board decisions on each recommendation.

The Task Force proposes that NPR, PBS and the local stations:

- Further strengthen the diversity of their existing boards.

- Hold open board meetings and make appropriate financial records available for public inspection.

Research/Ascertainment

In common dictionary usage, ascertainment is generally defined as a process of learning with certainty; of finding out something by trial, examination, experiment or investigation. "Ascertainment" is also the term of art used by the Federal Communications Commission to describe the process and procedures by which broadcasters are to discover the community problems, needs and interests of the public as distinguished from its programming preferences. It is a mechanism or process of compiling demographic and other information on all elements of a station's local community; it is a means by which broadcasters get to know and communicate with their communities.

Regardless of the techniques, approaches or methods used, no matter how accurate or well-meaning, ascertainment is only a tool. Surveying alone accomplishes little unless it results in responsive programming.

According to FCC guidelines on ascertainment, the principal ingredient of a licensee's obligation to operate in the public interest is the diligent, positive and continuing effort by the licensee to discover and fulfill the problems, needs and interests of the public within the station's service area.

Moreover, in the fulfillment of this obligation, the licensee must consult with leaders who represent the interests of the community and members of the general public who receive the station's signal.

Responsive programming comes not from any process but rather from responsive and responsible people—people who care about the community in which they live and work. How the research results are used in programming is the measure of success or failure of ascer-

tainment.

Because of the integral linkage between the ascertainment process and programming, public broadcasting decision-makers at all levels should study and consider such data on a continuous basis to ensure that the end result will be "public programming." This does not undercut the responsibility of the individual licensee to determine the appropriate amount, kind and time period of broadcast matter which should be presented in response to the ascertained problems, needs and interests of its community and service area.

But the Task Force believes there are national and regional ascertainment needs, not now met by the formal process confined to the local level, that can and should be met by CPB.

Accordingly, the Task Force proposes that CPB should:

- Collect and analyze data from local public television and radio stations including (a) ascertainment methodology, (b) lists of needs, and (c) programs responsive to the ascertained needs, problems and interests.

- Independent of its analysis of local data, collect information to identify national and regional needs, problems and interests. This should include projects carried out by both traditional and non-traditional researchers to gain the widest possible perspective. The research should embrace the total range of public needs, including cultural interests and needs of special audiences, i.e., minorities, women, children, the elderly, etc. New research models, developed by CPB and executed by various entities including the local stations, should be explored to facilitate this process.

- Facilitate the process of converting the collected data into responsive programming by distributing this information to all possible sources of production, including stations and independent producers. Special priority should be given to stimulating production of programs responsive to the needs of unserved and under-served audiences.

Programming

Public participation in the area of programming has the potential for achieving better, more widely received programming, thus resulting in strengthening the role of public broadcasting. Public involvement in programming should include discussions with program producers and licensees through established program advisory groups regarding decisions on program policy; measured and spontaneous reaction to programs before and after broadcast; and the expression of opinion by individuals and organizations interested in the program product of public broadcasting. Final responsibility for programs and program content rests with program producers and licensees who must also consider regulatory, legal and financial issues in making all program decisions.

The Task Force proposes that CPB:

- Working with television and radio licensees and their national organizations, establish system goals and priorities for national programming and provide funding for evaluation and production of national programming that puts special emphasis on the concerns and issues affecting all segments of American society.

- Promote the development of more sophisticated methods of program research to determine public interests in and reaction to programming.

- Fund the promotion and broadcast of significant programs concerning public broadcasting including legislative hearings, annual meetings of boards, etc.

- Discover whether pilot programs demonstrating ways to acquaint audiences with a community's top ten problems are needed and, if so, fund such programs.

- Fund and encourage the funding of minority programming and programming by independent minority producers.

- Give special attention to aiding and developing local public access programming through research and exchange of information.

- Assist and encourage, where appropriate, other national and local entities in their responsibilities in the area of programming.

The Task Force proposes that NPR, PBS and other national entities, and the local stations:

- Encourage and facilitate public participation to the greatest extent possible in program policy planning, program scheduling and program promotion.

- Continue to make library programming available which is responsive to the needs, interests and problems of special interest groups and better publicize this service.

- Use public screening groups to evaluate programming and to advise regarding potential effectiveness and promotion strategies.

- Conduct regular audience surveys and other program research to help determine program priorities.

Awareness/ Audience Building/ Development

The Task Force believes the national and local public broadcasting entities all have significant and important roles to play in seeking public participation in decisions and activities involving program promotion, institutional awareness campaigns, assessing programming needs, audience research and analysis, and the uses of new communications technologies to increase audiences.

We further believe the public can

and should play a key role in lobbying for national legislation, garnering financial support and strengthening existing methods of funding.

The Task Force proposes that CPB:

- Designate one or more staff members whose job includes specific responsibilities for coordinating activities in the area of public participation, and urge all other public broadcasting entities to do the same.

- Initiate periodic system-wide review of the status of public participation in public broadcasting. Place special emphasis on identifying and disseminating information about new and innovative mechanisms for citizen involvement in order to assist other public broadcasting entities throughout the system.

- Convene an annual task force for this purpose, using the Task Force on Public Participation as a model.

- Be in direct and continuing contact with national organizations to promote programs of special interest to these organizations.

- Include substantial promotional dollars for any programs it funds.

- Provide incentive funds for stations and other entities to increase program advertising and promotion.

- Establish a committee of national leaders from outside the public broadcasting industry to assist in obtaining increased governmental and private financial support.

- Conduct research and analysis into the needs of the general audience as well as those of specialized audiences such as minorities, the handicapped, the elderly, bilingual and/or non-English speakers. This research and analysis should include data on non-viewers/non-listeners.

- Fund the production, promotion and broadcast of CPB Board presentations in different geographic regions of the country each year.

- Assume a leadership role in attacking problems which inhibit reception of the broadcast signal—UHF handicap, FM drift and channel interference. Also, pioneer in the development of new technologies and alternative delivery systems to enhance and expand listenership and viewership.

- Encourage and assist, where appropriate, other national and local entities to develop their responsibilities in awareness, audience building and development.

The Task Force proposes that PBS, NPR and other national entities:

- Initiate and encourage the development of an institutional awareness campaign for public broadcasting in cooperation with stations and other national entities.

- Continue and expand their present activities which instruct stations on the use of volunteers in fund-raising activities, with emphasis on helping volunteers understand their important role in such activities.

• Take primary responsibility in maintaining direct and continuing contact with national organizations to make them aware of programs of special interest.

The Task Force proposes that local stations:

• Hold annual public hearings to provide a public avenue into institutional awareness campaigns.

• Increase allocations for advertising and promotion of programming.

• Undertake and continue projects for promoting special interest programs to local groups and institutions for the purpose of increasing audience as well as receiving public opinion on current programming.

• Undertake systematic evaluation of their promotion campaigns to determine and, if need be, improve their effectiveness.

• Develop volunteer promotion committees to disseminate information about programs and to receive public opinion on current programming.

Employment/Volunteerism

Employment is an essential element of public broadcasting. It is also a vital element of public participation since the public's involvement with public broadcasting necessarily requires interaction with employees of the system. Public broadcasting employees are among those most directly involved with implementing the recommendations and suggestions of this Task Force.

The Task Force is committed to nondiscrimination in employment and the inclusion of all segments of the public in public broadcasting activities at all levels. It is necessary and required that public broadcasting employees reasonably reflect the racial, ethnic and sexual diversity of the public with which they interact and serve. We recognize that a separate CPB Task Force on Minorities in Public Broadcasting has investigated employment practices in public broadcasting regarding minorities and that that task force will soon publish its findings.

However, we wish to emphasize our own belief that where a public broadcasting entity's employment practices reflect the racial, ethnic and sexual diversity of its community, the public is made aware of the commitment that entity has to the community. Moreover, the visibility of minorities and women at all levels of operation, including middle and upper management, promotes positive community relations, assures diverse representation of the many points of view and demonstrates the good faith of public broadcasting in serving and participating with the public.

The Task Force urges that public broadcasting entities:

• Pay strict adherence to the various local, state and federal EEO laws and regulations and that they adopt and implement effective affirmative action plans to ensure the inclusion of minorities and women as employees at all

levels of responsibility within the public broadcasting system.

- Undertake an aggressive campaign to promote and publicize the availability of training grants for minorities and women, job labor pools, referral services, in-service training grants and student internship programs. This promotion should include distribution of information about these programs in publications and other media serving minority and special interest communities.

The Task Force recognizes that volunteerism can be a vital element of public participation.

To encourage volunteerism, we believe CPB should:

- Make funds available for a clearinghouse to study and disseminate information on the status and potential of volunteerism in public broadcasting, especially to extend and enhance staff capabilities at all levels.
- Study and make recommendations supporting conversion of volunteer time into dollars for purposes of a federal match.
- Broaden its In-service Training Grants Program to cover persons in broadcasting education departments.
- Encourage broadening the base of volunteers participating in public broadcasting at the local level by providing models for recruitment.

We believe that stations should:

- Undertake procedures to encourage members of the general public to participate in all appropriate levels of station activities.
- Assess the day-to-day routines of its professional staff at all levels to determine which activities could be performed or augmented by volunteers.
- Aggressively recruit volunteers to assist in or perform those activities which will enable professional staff to maximize their effectiveness or cost efficiency.

Conclusion

THIS REPORT of the Task Force is one more step toward the creation of a full and viable public participation program for the public broadcasting system. We hope that the initiatives suggested here will have widespread and practical application through that system. We recognize that some of these initiatives are appropriate only to national public broadcasting entities, others to local, and a few are common to both. We believe, however, that the techniques and mechanisms recommended can be tailored to fit many of the individual needs and circumstances, from the executive board of the Corporation to the management of the smallest station.

Some criteria are basic to designing mechanisms to implement the objectives of public participation. If a mechanism is practical, conforms to broadcast regulations and is legally and financially feasible, it should be considered.

True citizen participation can take place only when it is clear that broadcast professionals will listen to and act on input from the people they serve, and when the people, however well intentioned and well informed, recognize that it is the licensee who has the legal responsibility for the operation of the broadcast facility.

We recognize that the techniques and mechanisms we have recommended for involving the public in public broadcasting must be modified to fit the unique and individual needs and circumstances of a wide range of broadcasting entities. We recognize the tremendous diversity that exists among the nation's public television and public

radio stations and the differences that exist between National Public Radio and the Public Broadcasting Service.

We believe, however, that each public broadcasting entity, including the Corporation for Public Broadcasting, must more aggressively involve the public in all phases of the operations of this nation's public broadcasting system. At the same time, we believe that the public must take a more responsible and informed role in the affairs of that system by taking steps to understand its mandates, philosophy, structure, operations and potential.

We hope the recommendations we have proposed will assist in that process.

Appendix A Comments by Individual Task Force Members

All members of the Task Force on Public Participation in Public Broadcasting had the opportunity to submit additional comments and observations for inclusion in the Report's appendices. The comments of those who elected to do so follow:

Comments from Augustine Dempsey, Director, Promotion and Community Relations, WOUB-AM-FM-TV/WOUC-TV, Ohio University, Athens, Ohio

From my vantage point as a professional member of the Task Force, I consider the final draft of the report to be an adequate first step in helping stations and national organizations begin to zero in on some of the areas where public participation programs can be established or enhanced. I would like to emphasize the Task Force's agreement that this is only a *first* step. The beauty of this report is its open-ended flexibility which allows individual concerns to be met within the overall goal of increased public involvement in our industry.

Some concerns may be raised about the lack of supporting data and rigid guidelines in the report, and I feel compelled to respond to that point. At the beginning of our deliberations the Task Force agreed on the lack of necessity for a rehash of the past within the context of the report. Sufficient background information was made available to all of us on the subject, and most of us, both the industry and citizen representatives, had some prior experience with community-interest groups and

volunteerism. With that background we decided to build on the positive aspects of both our own experiences and those related to us by the CPB staff and Board. Aware of the diversity of the public broadcasting industry, we deliberately attempted to keep our recommendations general and practical enough to be easily implemented by the variety of organizational types in this industry. Further, we felt the importance of allowing for "good faith" on the part of the industry to learn from past mistakes and successes in implementing and expanding public participation programs.

There are no easy answers to this issue. Each part of the system must attempt to meet the needs of its own constituency within its own limitations, but we hope we have provided the Board with some ideas on how it might assist the other parts of the system in making public participation more than just a "good idea."

One final thought. There is a great need for consistent evaluation on all levels to be sure that the spirit and intent of these recommendations is carried out. It is safe to say that no one in this industry is opposed to greater interaction with the public—the key is the quality of that interaction, and quality can only be achieved through constant re-evaluation.

Comments from Dr. William F. Fore, Assistant General Secretary for Communication, National Council of the Churches of Christ in the U.S.A., New York, New York

Our Task Force Report suffers from the maladies that infest so many committee efforts: platitudes, hedging and reduction to the least common denominator. What we say is not wrong; neither is it very helpful.

Thus, though I do not disagree with the report (how could anyone?) I want to single out those places where it got on the right track but where, out of timidity or lack of agreement, it failed to go far enough in suggesting specific courses of action.

1. Perhaps the most important conclusion we came to in the area of policy and governance is that *all* governing bodies in public broadcasting should be composed of "a truly representative cross section of the constituency being served." The logical extension of this idea would result in radical restructuring of the boards of many local station licensees. Members of these boards ideally should be *elected,* as are the members of the boards of that other community communication/education institution—the local school board.

This goal will take a long time to achieve, but *the CPB should affirm it as a goal,* and then generate whatever actions are needed—legal, financial and educational—to bring it into reality.

2. A national advisory body is recommended, but only in general terms. From my experience in serving on the former Advisory Council of National Organizations (ACNO), during both its good days and bad, I wish to make several specific suggestions:

—name: National Advisory Council
—size: approximately 40 persons of major and recognized stature

—membership: chosen as individuals, not as representatives of organizations, but representative of the national diversities
—members' travel and expenses paid by CPB
—three-year terms, with a maximum of two consecutive terms of service
—Council to meet *with the CPB Board and officers* at least twice a year
—special committees to be created at the discretion of the CPB.

3. The Task Force also concluded that there is a determination of needs and interests of the nation as a whole which simply cannot be identified by pooling all the local stations' determinations of needs and interests. This is a major reason for the existence of the Corporation for Public Broadcasting in the first place, and it is one of the main reasons why a National Advisory Council is needed. But here again the report does not go far enough in drawing out the implications.

If there were no identifiable national needs, then it would be better for local stations simply to establish their own cooperative to meet the aggregate of their local needs, and eliminate the CPB altogether. But the nation *is* more than the aggregate of its cities and states, and public broadcasting *is* more than the aggregate of its local stations. For this reason, a central task of the CPB is to identify overarching national needs, and then provide the leadership to pull together a total system which can achieve programming to meet *all* of the needs—local, regional and national.

4. At many points the Task Force Report slips into bureaucratese—"encourage" and "assist" and "where appropriate"—until finally the role of the CPB is whittled away to that of speaking an encouraging word, in a half whisper, so long as others do not object.

But the CPB possesses far more authority than it has used, and far more has been expected from it than it has achieved. Congress established the Corporation for Public Broadcasting to create, develop and maintain the nation's public broadcasting system, and this means that CPB must establish its financial and legal leadership far more firmly than it has been willing to until now.

The verbs "encourage" and "assist" in the Task Force Report should be understood to include using the economic levers available to it, such as incentive grants, programming grants and minimum eligibility requirements, as well as such positive measures as funding resource people who would go out into the field and assist local stations in the areas of audience building, development and public involvement.

In sum, the objectives contained in the Task Force Report are valid. What we now need is a far more aggressive CPB in carrying them out—more aggressive than the Task Force Report itself suggests.

Comments from Dr. David M. Guerra, Chairman, Department of Radio, TV and Film, University of Arkansas at Little Rock, Little Rock, Arkansas.

As a member of the Task Force on Public Participation in Public Broad-

casting, and who was in attendance and participated in every session of the study group, I am pleased with the outcome of this report. The active members of the Task Force clearly succeeded in carrying out a most difficult task. The interaction of the public broadcaster with the public citizen was stimulating and productive. Inquiry was conducted in a forthright and effective manner. Through thorough discourse, a comprehensive study was successfully undertaken.

The overall direction by the CPB staff provided to the Task Force members was, as should be expected, well executed. There were, of course, a few bumps in the road which the staff and the Task Force members were well aware of. Nevertheless, our objectives were set down and we functioned in a manner that allowed us to achieve our goal, completion of a workable report with mechanisms for public participation in public broadcasting.

I have chosen to include my remarks because of my great concern that it may be made clear that this report is the result of a painstaking effort on the part of over 20 concerned individuals who believe in greater public participation in public broadcasting, and who have sought out and presented those mechanisms that may help to achieve that end. I urge the Board of the Corporation for Public Broadcasting not only to accept our efforts but also to move with all due haste toward the implementation of each of them as it is financially and otherwise possible. I would add as well that the CPB Board should not for a moment hesitate to accept this report as a diligent and significant effort on the part of the CPB staff and the Task Force.

During the course of the investigation certain problems arose but not uncommon to any large group getting together to undertake such an activity. The report is not as complete and specific as I might have liked, *i.e.*, it does not provide the CPB Board with a blueprint of implementation. Yet, other members of the Task Force suggested that structuring should be the duty and responsibility of the Corporation and not the Task Force. I believe also that the study should not have been rushed to conclusion, as I think it was, because there were, and are, significant points of discussion that needed greater airing and interaction. In effect, the report may not be as refined as it could have been but it is by no means unworkable and, in fact, it is a potentially effective document.

Another important concern is that this Task Force should be considered the focusing body by the CPB Board in its attempt to implement the mechanisms. If the Board believes that the recommendations in the report require additional review and work by the Task Force it should not hesitate to call upon us. The Task Force should be brought together to review the efforts of the Board in instituting the results of this report no longer than one year after its acceptance.

Additional Suggestions

1. It might be of value for the CPB staff with authorization from the Board to undertake the documentation of an

historical review of the evolution of public participation in public broadcasting and publish the results for research and general public information purposes.

2. It is important that this report spell out how the Task Force conducted its inquiry, and that the bibliography, minutes and speeches related to the Task Force deliberations are available to those who request them, and that any valid criticisms be included and responded to in the report.

3. It would be helpful for CPB staff to develop the method by which our Task Force would be recalled in a year and how the evaluation of the efforts of the Board in implementing the Task Force recommendations were achieved, underachieved or not achieved would be undertaken.

Comments from Ada R. Peña, Regional Coordinator for Women's Affairs, League of United Latin American Citizens, Washington, D.C.

As a public member of the CPB Task Force on Public Participation in Public Broadcasting, I applaud the members of this Task Force and the staff of CPB for providing a vehicle with specific recommendations by which the public would have an added input in public broadcasting. However, the participation of the public in the public broadcasting process will depend on how effective and efficient this report will be implemented, and how conscientiously CPB will carry out the mandate presented by this Task Force.

The Corporation for Public Broadcasting is governed by a 15-member Board appointed by the President of the United States and this Board will ultimately vote to accept or reject this report. The participation of the public in public broadcasting also depends on the composition of this Board. The Task Force stated that the social policies tend to recognize the needs of groups characterized by wealth, organization and power. I believe that these characteristics are evident in the makeup of the present Board. I therefore recommend that an evaluation of the present members of the CPB Board be made and that the areas of involvement be identified. To insure balance, and to insure that the powerless are equally represented a more diverse and committed Board must be appointed. This evaluation must be sent to the President for consideration.

Comments from Agnes Scott, Director of Development, WTVS-TV, Detroit, Michigan

Although I could not support each and every recommendation of the Task Force, I have chosen not to direct my comments to specific items because I believe the Report represents a reasonable consensus of the group's effort. My concern rather, is with the spirit with which the Report is offered to the CPB Board and with the manner in which it may be implemented.

The Task Force agreed upon the importance of and necessity for expansion

of public participation in the operation of the system, but we did not focus on the structure or mechanics of the public broadcasting entities themselves, including the tensions that currently exist among them. The question of who controls which purse strings, or which entity can demand compliance from which other entity are subjects which are currently being debated in many places. Since the Task Force did not consider these issues, I trust that its recommendations would not be implemented in any way that makes public participation an occasion for the exercise of power or control by one entity over another.

I believe that the goals of the Report can best be achieved in any case by means which stress communication, cooperation and good faith among the various organizations and individuals involved in the process of delivering programs of high quality and significant content to the American people.

Comments from Sally Wells, Vice President for Development, Greater Washington Area Telecommunications Association, Inc. (GWETA), Washington, D.C.

Although I am in favor of the establishment of a national advisory body, I do not necessarily believe that it should be formed immediately or selected by the CPB Board. Perhaps a year or two from now, when the ACNO wounds have healed somewhat, would be a better time. Also, I would prefer to see the members selected from the grass roots, that is, from active public participants who have gained valuable experience at the local station level first.

As a fund raiser, I am against a committee of national leaders to "assist in obtaining increased governmental and private financial support." There are many, many professionals and leaders participating in both formal and informal fund raising for public television programs and stations. Another group is not needed, and I do not believe such a group would be effective on a national level.

Comments from Dr. George P. Wilson, Jr., Director of Telecommunicative Arts, Iowa State University, Ames, Iowa.

Public broadcasting should strengthen its relations with faculty members and students of broadcasting education in colleges and universities.

Broadcast educators and their students constitute one of the numerous sub-publics of public broadcasting, and one that for the most part has been ignored. More than 250 colleges and universities offer an undergraduate major in broadcasting; several hundred two-year colleges offer a variety of courses in radio, television and film. The faculty and students of these institutions long have had an admirable and profitable relationship with commercial broadcasters, and the various state and national professional organizations that represent them.

For example, the Broadcasting Education Association was founded with the assistance of the National Association of Broadcasters (NAB). The NAB provides the administrative services of

an executive secretary who is also one of its vice presidents. The NAB mails to broadcast educators a monthly "list" of materials related to broadcast pedagogy, and it admits students gratis to its annual conventions.

Public broadcasting, because of its comparatively recent growth and professional development, does not have the salubrious connections with broadcasting education that commercial broadcasting has. It should seek to establish such a relationship. There are at least three methods that the Corporation for Public Broadcasting, in exercising a leadership role, could use to establish a closer working relationship between public broadcasting and broadcast education.

1. CPB should establish and fund faculty fellowships to enable selected persons to study first hand the management, production, and direction techniques employed in public broadcasting stations and production centers. The academic world recognizes the need for re-tooling and revitalization of professors and grants sabbaticals in some of its institutions for this purpose. However, pressure is put on professors to spend this release time in channels of endeavor that will lead to written publication. CPB should provide professors with an opportunity to observe managerial, production and direction personnel in action. Professors need to update, review and refine their skills in these areas. Our changing technology and the new developments in public broadcasting mean that what professors learned about broadcasting in graduate school or in on-the-job-training ten years ago, is now out of date.

2. CPB should encourage public radio and television station managers to establish regular internships for students in broadcast education programs. CPB should identify stations and institutions of higher education that already have exemplary student internship programs and should disseminate the details of these programs to all managers in public broadcasting stations. Broadcast educators recognize the need of future professionals in public broadcasting to have some exposure during their student days to the real world of public broadcasting. They believe that public broadcasters have an obligation to contribute to the background and training of these students.

3. CPB should encourage administrators of public broadcasting entities, broadcast education training programs in colleges and universities, and the NAEB, to re-examine their relationships so as to strengthen the symbiotic ties that could and should bind the three together in the pursuit of common goals. Such relations might include:

—guest lectures and seminar appearances by public broadcasters at college and university classes.

—part-time adjunct instructorship for public broadcasters in broadcast education programs.

—more joint sponsorship of programs in the annual conventions of the NAEB (for example, program producers and broadcast education councils).

—honorary admission of students in broadcast education to annual NAEB conventions and of other national public broadcasting organizational meetings.

Appendix B Guest Speakers

Hartford N. Gunn, Vice Chairman, Public Broadcasting Service (PBS), "Public Participation in Public Broadcasting," delivered to Task Force February 17, 1978

Peter Meggs, Vice President for Audience Relations, Canadian Broadcasting Corporation, "Public Participation in Public Broadcasting," delivered to Task Force March 29, 1978

Philip Rubin, Director of Engineering Research, CPB, "Impact of New Technology on Public Participation," delivered to Task Force March 30, 1978

Frank Mankiewicz, President, National Public Radio (NPR), "Public Participation in Public Broadcasting," delivered to Task Force March 30, 1978

Howard Myrick, Associate Director, Communication Research, CPB, "Public Participation—Ascertainment and Research," delivered to Task Force April 26, 1978

James Fellows, President, National Association of Educational Broadcasters (NAEB), "Public Participation in Public Broadcasting," delivered to Task Force April 26, 1978

Cortland Anderson, Executive Vice President, CPB, "The CPB Program Funding Model," delivered to Task Force April 27, 1978

Frank Gillard, Correspondent and Broadcaster, British Broadcasting Corporation, "Public Participation in Public Broadcasting," delivered to Task Force April 27, 1978

Appendix C Resource Materials

Ascertainment

- Six Experiments in Ascertainment Methodology, CPB Department of Communication Research
- Ascertainment Techniques: Dr. Charles Connally, Iowa State University
- CPB News Briefs—Descriptive Summaries of Six Experiments in Ascertainment Methodology

Citizen Involvement

- "Public Involvement: The Anatomy of a Myth," Willard D. Rowland, Jr., Public Telecommunications Review, May/June 1975
- "Citizen Involvement in Broadcasting: Some European Experiences," Donald Brown, Public Telecommunications Review, October 1973
- Summary of Phyllis Dennery Proposal for Volunteer Services Amendment to Public Broadcasting Legislation
- Volunteers and Federal Funding—A View from the National Federation of Community Broadcasters
- The General Advisory Council of the British Broadcasting Corporation—A Statement of its Functions and Procedures
- Pamphlet: "The Corporation for Public Broadcasting's Advisory Council of National Organizations (ACNO)"
- "Public Participation in Public Broadcasting"—"The Findings of a Study by Yankelovich, Skelly and White, Inc., April 1977"
- "ACNO: CPB and the Public," Steve Millard, Public Telecommunications Review, March/April 1977

EEO

- FCC Report and Order—Nondiscrimination in the Employment Policies and Practices of Broadcast Licensees, FCC 76-426 41459, Adopted June 22, 1976
- FCC Report and Order—Nondiscrimination in the Employment Policies and Practices of Broadcast Licensees, FCC 77-582 83006, Adopted August 19, 1977
- Report of the Interagency Task Force on Nondiscrimination in Public Broadcasting, January 1978
- FCC Guidelines to New EEO Rules

Policy/Programming

- Summary of PBS Board Positions on Major Legislative Issues
- "Heat Shield or Crucible: A Blueprint for Carnegie II," Joseph D. Hughes, Public Telecommunications Review, November/December 1977
- PBS Research Report on Audience Composition, September 1977
- FCC Network Programming Inquiry—Report and Statement of Policy, July 1960
- CPB Status Report on Public Broadcasting, 1977
- CPB Listing of Stations and Licensee Types, Board Selection
- CPB Board Position on Program Funding Procedures
- CPB Missions and Goals Statement
- Description of Children's Television Series produced under the Emergency School Aid Act
- Summary and Explanation of Regulations Governing Emergency School Aid Funds for Television
- Statement of Ralph Rogers, PBS Chairman, before the House Subcommittee on Interstate and Foreign Commerce, April 20, 1978
- Statement of Henry Loomis, CPB President, before the House Subcommittee on Interstate and Foreign Commerce, April 19, 1978
- Statement of William Fore before the House Subcommittee on Interstate and Foreign Commerce, April 18, 1978
- Statement of Frank Mankiewicz, NPR President, before the House Subcommittee on Interstate and Foreign Commerce, April 20, 1978
- Proposed Public Broadcasting Bill—Memorandum from the Carter Administration with proposed changes
- A Proposal for the Creation of National Academy for Public Broadcasting, Bernard Cherin
- A Proposal for the Creation of a New Post at CPB: A Public Participation Program
- Possible Areas of Public Participation, Cortland Anderson, Executive Vice President, CPB
- Pamphlet: "An Introduction to Public Broadcasting," CPB
- Pamphlet: "Ten Years of Public Broadcasting, 1967-1977," CPB

Appendix D Working Definition

The first objective of the Task Force was to define the concept of public participation for the purpose of common understanding as the Task Force members focused on additional objectives. The following is the "working definition" of public participation agreed upon by the Task Force at its February 17 meeting.

The Task Force on Public Participation in Public Broadcasting accepts this definition as a working definition for the basis of its further deliberations and discussions over the course of the next several months. (It is understood that the working definition may be revised as the Task Force pursues its activities.)

1. The public shall be defined as any listener or viewer who receives, or might receive programs broadcast, transmitted or otherwise distributed by radio and television stations. In addition to the individual members of this general public, there are also numerous special interest groups or *sub-publics.*

2. Participation by the general public or sub-publics, is tantamount to *interaction* between the public and the *public broadcasting system* and connotes a *response* by that system.

Public broadcasting *decision-makers,* and those of related entities shall be responsive to advisory input from their *various publics,* but shall preserve their financial and legal responsibilities mandated by law.

3. It shall be the *affirmative obligation* of public broadcasting stations and other public broadcasting entities to *encourage* and *seek participation* from the general public, and the various sub-publics to maximize the interaction between the broadcasting system and the public.

Appendix E Glossary of Terms

Interaction—includes all aspects in all interchanges between the public and the broadcaster (broadcasting, transmitting or distribution system), i.e., support, criticism, contributions, promotion, suggestions, recommendations, etc. While not clearly stated in the definition, this interaction implies a receptivity on the part of broadcasters and a commitment to timely responsiveness.

Various publics, sub-publics—groups and individuals whose racial, ethnic, social, economic, philosophic or other special interests may or may not be adequately addressed by the public broadcasting system at the national or local levels. These various publics may have special interests, objectives and needs that are served, underserved or not served at all by the public broadcasting system. They are not necessarily disenfranchised by the system and, in fact, may be among public broadcasting's most vocal and consistent supporters.

Public broadcasting system—all entities that constitute public broadcasting in this country, and future changes in distribution of programs as may be dictated by an evolving technology (cable, fiber optics, etc.). This includes station (radio and TV) licensees, state or regional networks, production centers, interconnection or distribution systems (NPR,PBS), and organizations (CPB, NAEB).

Response, affirmative obligations, encourage and seek public participation—a commitment by the public broadcasting system at all levels, each and all of its component entities, to remain open, receptive and unbiased to public influence whether in the form of suggestions, recommendations, criticism, etc. This commitment implies as well a conscious effort to openly and continually seek out new avenues and encourage broad-based participation by the public in a wide range of approaches. Commitment further implies that not only will citizen influences be heard but will be responded to in a timely manner.

Decision-makers—those individuals throughout the public broadcasting system at all levels who are responsible for policy formulation and implementation—including programming, hiring, funding and planning.

Appendix F Resolutions

RESOLUTION
CPB Task Force on Public Participation in Public Broadcasting

March 30, 1978

Hearings on public broadcasting legislation, to be held next month by both House and Senate committees, provide a unique opportunity to promote public interest and participation in and understanding of public broadcasting.

This opportunity will go unused unless public broadcasting itself acts promptly to insure that the hearings get more than routine news coverage. Both public radio and television, by live or delayed broadcast, can bring public attention to these deliberations. Additionally, by use of the satellite, the public can be brought into the hearing room to testify and answer questions and to dramatically demonstrate the current capability of the stations and system funded by CPB.

Since this opportunity occurs long before this Task Force will be making its official report, we make the following interim suggestions to the CPB Public Affairs Committee.

CPB, in partnership with PBS and NPR, should immediately contact the chairmen of the respective committees to seek to arrange gavel-to-gavel coverage of the hearings. If technically feasible, at least one Committee session could be devoted to hearing testimony and questioning witnesses gathered in public broadcasting stations in representative areas served by satellite transmission. These steps would enhance public interest in public television and allow Congressional committee members, who will make the initial determination on funding, to see how effectively the system works and to learn first-hand public reactions to public broadcasting from witnesses unable to travel to Washington to testify.

RESOLUTION
CPB Task Force on Public Participation in Public Broadcasting

June 16, 1978

Whereas:

The CPB Task Force on Public Participation in Public Broadcasting, having met in Washington, D.C. on four separate occasions between February and June 1978, to address the complex issue of citizen involvement in public broadcasting and to make recommendations to the Board of the Corporation for ways to improve and expand that involvement at all levels; and,

Whereas:

Without strong and consistent support and leadership, the Task Force would have been hard put to focus on its mandate and to produce its final report within the scheduled time;

Now, Therefore, be it Resolved:

That we, the members of the Task Force, express our extreme appreciation to Chairman Diana Lady Dougan for her leadership, her good humor and her determination; to Project Director Adele S. Greene for her encouragement, her professionalism and her dedication; and to staff members Maureen Chamberlain, Claudette Ford, Rosemary Nelson, Nancy Neubauer and Tom Otwell for their efficient support and teamwork which contributed to the successful completion of our task.